Creative Coding for the Web

Session 05

02.22.16

Agenda

1. Pecha Kucha

2. UX/UI discussion

3. Workshop: Case Study

4. Robot Unicorn Attack

1. Pecha Kucha

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Web From 1992-1996

"Falstrup, Christian, Crawford"
"Osborne, James, Shigeo"
"Stanford, Shilah, Marie"

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Web From 1996-2000

"Fowler, Jordan, Mikaela"
"Park, Suha"
"Toth, Sydney, Christine"

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Web From 2000-2004

"Heilbron Allara, Susana, Maria"
"Peng, Dorothy, C."
"Viramontes, David, William"

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Web From 2004-2007

"Kozlowski, Michael, Paul"
"Rhodes, Alexa, Wayland"
"Watson, Thomas"

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Web From 2007-2014

"Leet, Chang, Matyse"
"Rosenberg, Allegra, Madalyn"
"Wen, Janelle, Christina"

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Web From 2015-??

"Lin, Yazon" "Shaffer, Sarah, Elizabeth"

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2. UI and UX

UI/UX

Terms and Terminology

- What is UI / UX? Are they different?

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"User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field. A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it. A great product experience starts with UX followed by UI. Both are essential for the product's success."

Rahul Varshney, co-creator of Foster.fm

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UI/UX

Terms and Terminology

- What is UI / UX? Are they different?

  - often interchanged and confused

UX is not UI

Case Study

Slice of Lime

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Case Study

Slice of Lime
user experience design

LikeFolio

Write-ups on the Project

- Slice of Lime- LikeFolio

- UX Magazine Writeup
  Nike Accelerator w/ POP

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Definitions

User experience design

"user experience encompasses all aspects of the end-user's interaction with the company, its service and its product"

Don Norman, author Emotional Design, The Design of Everyday Things, ...

TED: Don Norman

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Definiti

Definitions

UX is *NOT* usability

UX defined from the man

Definitions

Definitions

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UX Defined from the man

...but usability is a major factor of our experience (and the success of a product's interaction)...

"In the experience economy...technology is a given, and the question of 'what are the specs?' has been replaced by 'what is it like to use?'

Apple v. Sony

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Apple v. Windows

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Apple v. Sony

Apple v. Windows

Linux???
Linux???
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Defintions

Defintions

Ok, so what is User Interface Design then?

"...A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it..."

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Defintions

Definitions

OK, so what is User Interface Design then?

> "...A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it..."

UI is the consideration and architecture of how the user interacts with the product.

The presentation of the product and how the user can alter its presentation are the chief concerns of UI.

UI tactics adhere to the themes of UX design strategy.

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What do

Defining a user-oriented strategy

they do?

UXD

Defining a user-oriented strategy

- who are our competitors, what are they doing?
- who are our customers, what do they want, need?
  - what do they need that they don't know they need???
  - what do they want that they don't know that they want???
- what is our product structure and strategy
  - how does our content development relate
- wireframes and prototypes ideas and concepts

source: Career Foundry

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What do

Defining LNF (look and feel)

they do?

UID

Defining LNF (look and feel)

- visual design
- patterns of interactions
- coordinate with developers for implementation
- *design for multiple devices*

UI/UX

in understanding the roles it is often useful to look at the
tools that are used by practitioners

UI/UX

Tools and Resources

tools that are used by practitioners

- Axure
- Eight Shapes Unify
- Google Web Fundamentals
- P.O.P

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UI/UX   Design Patterns

UI/UX

Tools and Resources

Design Patterns

- Pattern Tap
- Patterny
- UI Patterns
- Yahoo Design Patterns
- Media Queries

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III/IIX

Front End Development

UI/UX

Tools and Resources

Front End Development

Development frameworks are reusable HTML/CSS/JS components and associated plumbing that makes developing front end systems across devices that integrate with back-end systems easy(ier).

As you could tell from the case studies above there is a tight integration between ux designers, ui designers and front-end developers.

For reasons of efficiency and collaboration the tool workflow used by modern design shops tends to blur the lines bettween teams. Being savvy with the different phases of design will make you a better specialist in your particular area of focus.

- Front End Dev Resource

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Web

Responsive Design

Experience Design

Arguably a dominant theme in modern experience design for the web is the challenge of designing experiences and visual aesthetics across a wide variety of devices and conditions.

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Web

Responsive Design

Experience Design

Arguably a dominant theme in modern experience design for the web is the challenge of designing experiences and visual aesthetics across a wide variety of devices and conditions.

How many different devices and viewing scenarios are supported by Hulu?

- web - Hulu.com
- mobile
  - iOS, Android
- tablets
- smartTV
- gaming systems (xbox, ps4, steamOS)

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Web Experience

Responsive Design

Experience
Design

Arguably a dominant theme in modern experience design
for the web is the challenge of designing experiences and
visual aesthetics across a wide variety of devices and
conditions.

Android OS

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DISCOVER ▾   DEVICES ▾   PLAY   PAY   MORE ▾   ○

android

DISCOVER   DEVICES   PLAY   TV   MORE

Powering screens of all sizes

Android is the customizable, easy to use operating system that powers
more than a billion devices across the globe — from phones and tablets to
watches, TV, cars and more to come.

ANDROID WEAR   PHONES   TABLETS   ANDROID TV   ANDROID AUTO

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Responsive
Design

Responsive Design Strategy

Design

The central idea of responsive design was to focus on the desktop environment. But to design sites acknowledging that they should scale well for viewing and interacting on other devices.

Essentially, this was information hiding.

Smaller screen = show less content.

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Responsive Design

... vs. Mobile First

Design

A mobile first strategy designs and develops for mobile devices. Conceptually the big difference compared to responsive design is that you think about the content creation not just content removal for the lowest common denominator device.
In mobile first strategies you consciously design for minimalistic space.

Mobile is the future of the web:

Making a Case for Mobile First Designs

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Responsive Design

Getting to code

Design

No matter the strategy chosen the design process is structured to get to code as soon as possible.

Modern design and development is centered on fast, short iterative cycles.

One benefit of this approach is the development of tools to support collaborative iterative processes.

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Responsive Design

Technologies

Tools

- CSS Media Queries
- Media Queries

Tools and Toolkits

- Bootstrap
- Yahoo Pure CSS
- jQuery UI

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Responsive Design Technologies

Tools

- CSS Media Queries
- Media Queries

Tools and Toolkits

- Bootstrap
- Yahoo Pure CSS
- jQuery UI

Device Mode in Chrome

Chrome Developer Tools Mobile Device_ Device Mode

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3. Workshop

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Robot Unicorn

Have you played??

Robot Unicorn Attack
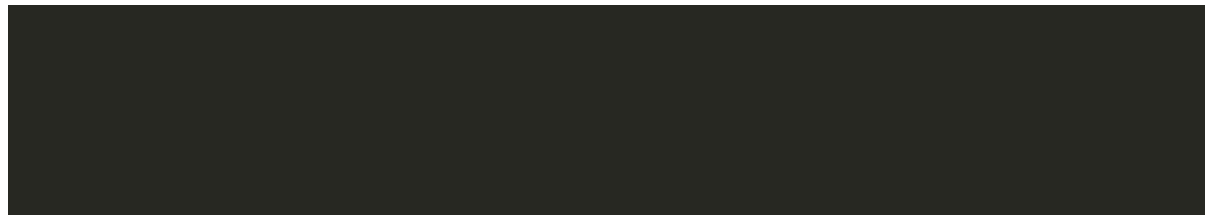
Attack

Robot Unicorn Attack

Scott Stoddard Lecture

Robot
Unicorn

Attack

4. Assignment

1. UX and your site

wireframes

Prepare a UX/UI design document for your class site. The design document should have a wireframes for your proposed redesign. The wireframes should at least detail:

- the landing page
- navigation
- the overall style for subpages (readings, workshops, etc.)

Use the web and some of the links in the notes to see examples of wireframes and UX deliverables. You do not have to use formal wireframe tools any image editor program will suffice. You can even do hand sketches and scan them if that is better for your process.

concepts

Provide a short description of the experience design concept for your redesign. Who is your intended audience? What are you trying to convey? How do your UX/UI design decisions reinforce these concepts?

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Bonus:

implement

.

Implement at least one of your design ideas on the site. Make sure that your redesign functions at different resolutions.

Note: you are welcome to redesign your entire site, however, the minimum is to implement **one** of your ideas.

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2. Readings

Do the following reading and write a response on your findings. In particular I am interested if you learned new things from the readings, if you disagree with any of the points and how the authors findings compare to your portfolio

with any of the points and how the authors findings compare to your portfolio of design work thus far in your career. I.e. do your projects tend to have good UX? Are you following these principles even if you didn't know their formal names?

1. Ben Shneiderman - Eight Golden Rules of Interface Design

2. Charles L. Mauro - Why Angry Birds is so successful and popular

3. Apple OS X Human Interface Guidelines - Design Principles
   OR
   Google Material Design
   OR
   Elementary.IO - through 'Minimal Documentation'

4. Apple OS X Human Interface Guidelines - User-Centered Design

5. Jakob Nielsen - How Users Read on the Web

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